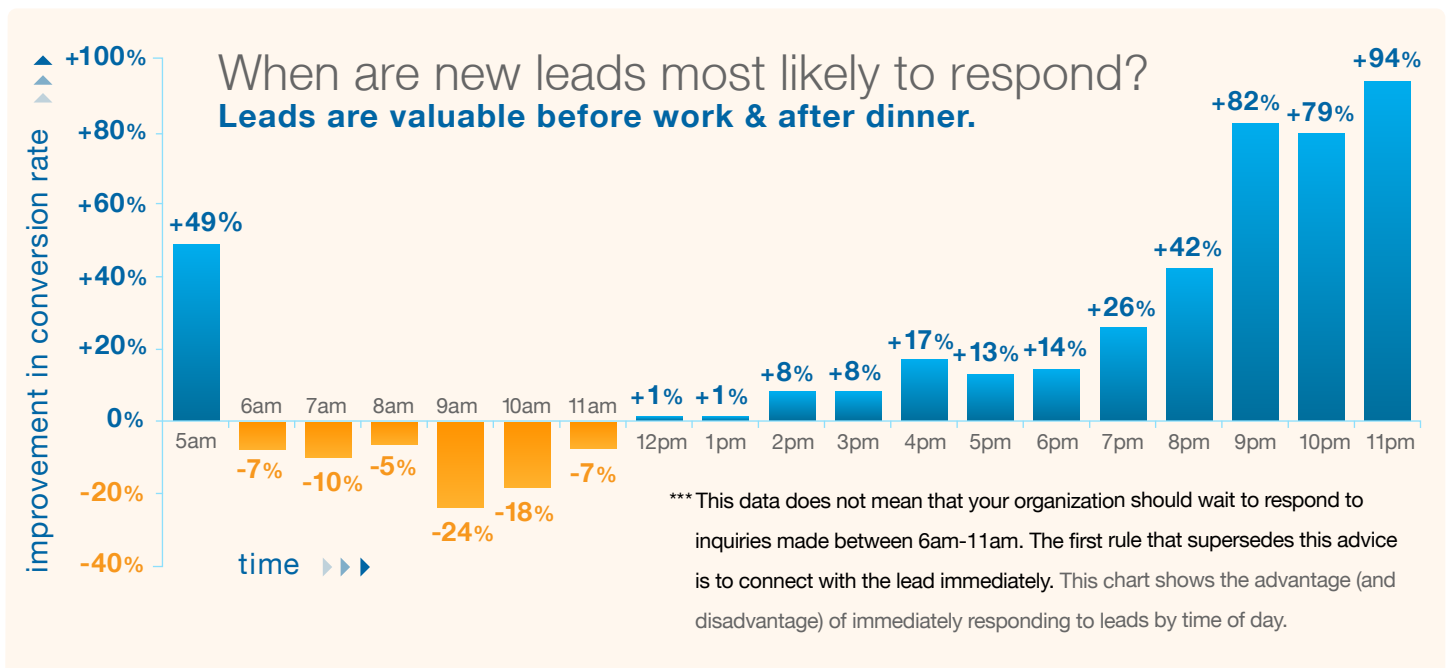


# Striking While the Iron is Hot:

Identifying the days and times when new leads are most reachable & receptive

## EXECUTIVE SUMMARY

Previous Leads360 research has illustrated that a contact strategy incorporating swift speed-to-call, a six-call approach, and optimal timing between call attempts, maximizes the chance of converting a new inquiry. This new research demonstrates that a sophisticated lead response strategy should also include responding to leads received outside the classic work week (Mon-Fri, 9am-5pm). The study concludes that leads received and responded to outside the classic work week were 11% more likely to be converted compared to the average. Additionally, leads received on Saturdays, while low in volume, convert 10% better than the average inquiry.



Source: Leads360 Analysis

## BACKGROUND

Historically, many organizations have structured their staffing around a classic work week, simply because it is convenient for staff and there was no data indicating they should do otherwise. This sentiment, combined with the widely held misconception that consumers don't like to be contacted on days and at times outside of the normal business

week, has further reinforced this approach. Leads360 researchers suspected that the same logic that prescribed immediate follow-up after a lead expressed interest (during normal business hours) would also apply during traditionally off-peak hours (during dinner time, on the weekend, and in the early morning). The interesting result of this

**“... leads received and responded to outside the classic work week window were 11% more likely to be converted...”**

study was that not only did the logic apply, but that these leads actually converted at higher rates.

## RESULTS

After analyzing the data from several million leads, Leads360 ultimately found that (1) responding to leads immediately, regardless of the day or time, can drastically increase your organizations' conversion rates, (2) leads received outside of the classic work week were 11% more likely to convert than those within the classic work week, and (3) leads received on Saturday performed 10% better than the average. The most surprising result is that at times when most organizations would shy away from responding to leads (such as between 7pm and 11pm when leads convert between 42% and 94% better) is precisely when consumers requesting information would like to receive a prompt response. Organizations that wait until the next business day to respond to inquiries do both themselves and their customers a disservice.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Saturday leads convert 10% higher than average when they receive immediate follow-up.

## TAKING ACTION

With this newfound knowledge in hand, Leads360 recommends that organizations focus on quickly responding to leads received outside of the classic work week, and focus on a process that enables organizations to respond to consumer leads at any given day or time. Since consumers tend to prefer to be contacted immediately after they express interest, *striking while the iron is hot* ensures that a consumer's expressed interest is instantly gratified and a higher conversion rate is achieved. By designing a business process with a strategy that best suits the consumer, your organization is actually designing a business process that is also best for your organization.

## KEY INSIGHTS

- Responding immediately, regardless of the day and time, is fundamental to a successful inquiry response strategy.
- Staffing your sales team according to lead volume and outside the classic work week, (Mon-Fri, 9am-5pm), gives your organization a strategic advantage.
- Purchasing and generating leads and inquiries outside of the classic work week is most likely to produce high ROI.
- Leads received and responded to on Saturday convert 10% higher than the average.

## ABOUT LEADS360

Founded in 2004 and headquartered in Los Angeles, Calif., Leads360 develops software as a service (SaaS) solutions for managing sales leads. Distinguished by its focus on solutions that address the unique needs of businesses who sell to consumers, Leads360 is recognized as a market and technology leader, managing more than 40 million leads for over 5,000 clients.

With a suite of solutions scaled for small to enterprise organizations, the company offers the industry's most comprehensive and configurable lead management platform.

Leads360 enables companies to distribute, track, analyze, and convert sales leads using a customizable lead management workflow. Professional services, including training and process consulting, are also offered to deliver a highly effective solution for converting sales leads. Businesses look to Leads360 for solutions that allow them to maximize their investment in leads generated online and from traditional sources, and ultimately increase sales closure rates for greater revenue.

For more information, visit [www.leads360.com](http://www.leads360.com).